

**AMENDMENTS TO THE CLAIMS:**

The following listing of claims will replace all prior versions and listings of the claims in the above-identified application.

**Listing of Claims:**

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**Claim 1 (currently amended):** A portable information terminal apparatus comprising:

- a display element;
- a communication element;
- a reading element which reads access destination information indicated on a printed matter, said reading element including a scanner which reads an image on said printed matter and an extraction element which extracts said access destination information included in said image;
- a memory which stores said image;
- a control element which connects to an access destination corresponding to said access destination information through said communication element, receives contents from said access destination, and executes a browser for displaying said received contents on said display element,
- wherein said image stored in said memory is displayed on said display element as a bookmark image associated with said access destination information; ~~and~~
- ~~an apparatus case which includes said display element, said reading element and said control element;~~

wherein a reading window for said reading element is provided on said apparatus case.

**Claim 2 (cancelled).**

**Claim 3 (currently amended):** A portable information terminal apparatus as claimed in claim 1, wherein said access destination information is a URL noted on [[a]] said printed matter.

**Claim 4 (currently amended):** A portable information terminal apparatus as claimed in claim 1, wherein said printed matter is a ~~paper~~ printed publication having a URL of contents containing a moving image associated with an article constituted by characters or a still image printed within or in the vicinity of said article.

**Claim 5 (original):** A portable information terminal apparatus as claimed in claim 4, wherein said contents include advertisement information.

**Claim 6 (currently amended):** An information provision method comprising:

storing contents in a server accessible through a communication network, said contents ~~containing a moving image and~~ being associated with an article ~~constituted by characters or a still picture~~ on a paper printed publication, ~~which has said printed~~ publication including a contents locating information indicating a location of said

contents, said contents locating information and being printed within or in the vicinity of said article, ~~in a server on a communication network;~~

reading an image on said printed publication and storing said image in a memory by a portable information terminal apparatus;

~~reading~~ extracting said contents locating information from said image on ~~said paper publication~~ by [[a]] said portable information terminal apparatus;

acquiring and displaying said contents by accessing said server through said communication network based on said contents locating information extracted by said portable information terminal apparatus; and

displaying said image stored in said memory as a bookmark image associated with said contents locating information by said portable information terminal apparatus. ~~contents corresponding to said contents locating information on a display of said portable information terminal apparatus accessing said server and acquiring said contents based on said contents locating information.~~

**Claim 7 (original):** An information provision method as claimed in claim 6, wherein said contents include advertisement information.

**Claim 8 (currently amended):** The information provision method as claimed in claim 6, wherein an accounting server ~~having~~ includes a charge table for registering in which an article having advertisement information added thereto and an advertisement charge previously set based on a content of said article ~~are registered~~ in association with each other, and an accounting file for holding accounting information for

each advertiser, is used so that an advertisement charge to be collected by an issuer of a paper printed publication from an advertiser is differentiated and imposed in accordance with an article to which said advertisement information is added.

**Claim 9 (currently amended):** The information provision method as claimed in claim 6, wherein an accounting server ~~having~~ includes a charge table for registering in which an access number and advertisement charge information corresponding to said access number ~~are registered~~ in association with each other, and an accounting file for holding accounting information for each advertiser, is used so that an advertisement charge to be collected by an issuer of a ~~paper publisher~~ printed publication from an advertiser is differentiated and imposed in accordance with said access number of said advertisement information.

**Claim 10 (currently amended):** The information provision method as claimed in claim 6, wherein an accounting server ~~having~~ includes a charge table for registering in which an advertisement time zone and advertisement charge information according to said advertisement time zone ~~are registered~~ in association with each other, and an accounting file for holding accounting information for each advertiser, is used so that an advertisement charge to be collected by an issuer of a ~~paper~~ printed publication is differentiated and imposed in accordance with said advertisement time zone for providing said advertisement information.

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**Claim 11 (currently amended):** The information provision method as claimed in claim 6, wherein an accounting server ~~having~~ includes a charge table for registering ~~in which~~ a conformation for providing advertisement information and advertisement charge information according to said conformation ~~are registered~~ in association with each other, and an accounting file for holding accounting information for each advertiser, is used so that an advertisement charge to be collected by an issuer of a ~~paper~~ printed publication from an advertiser is differentiated and imposed in accordance with said conformation for providing said advertisement information.

**Claim 12 (currently amended):** The information provision method as claimed in claim 6, wherein a current position of said portable information terminal apparatus having access is detected and advertisement information corresponding to said detected current position is selected to be included in said contents.

**Claim 13 (currently amended):** The information provision method as claimed in claim 6, wherein at least part of a communication charge generated in said portable information terminal apparatus is imposed on an issuer of a ~~paper~~ said printed publication.

**Claim 14 (currently amended):** The information provision method as claimed in claim 6, wherein at least part of a connection charge to a provider generated in said portable information terminal apparatus is imposed on an issuer of a ~~paper~~ said printed publication.

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